

# Big Winner

*The large amount of money spent on R&D has made Redtone International Berhad the powerhouse that it is now.*



# REDtone

expect innovation

**RED**tone

"TO be an internationally recognized telecommunications provider, delivering the benefits of innovative and affordable communications products and services." This is the vision of REDTone International Berhad, another company in the MSC growing list of success stories.

An investment holding company listed on the BMSB, MESDAQ on January 9, 2004, REDTone is a relatively new Telco Service Provider, despite having conducted R&D since 1996.

Money, they say, makes money, and with this in mind, the company has been persistently spending RM4 million annually on R&D alone to develop customised telecommunication and value-added services.

It has been, undoubtedly, money well spent as it has won 12 award recognitions in just over eight years.

REDTone takes pride in its own technology to acquire and add value to its products and services. Amazingly, the company has very low capital investment by using its own intellectual property.

Rapid growth has seen REDTone securing a wide customer base. More than 10,000 corporate customers and 150,000 consumers wide, to be exact. It also services about 7,000 call shops and has installed payphones nationwide.

REDTone's phenomenal success, however, is not only on home soil. It is well on its way to achieving its corporate mission to be internationally recognized with bases in Pakistan and China.

Its overseas ventures are REDTone Telecommunications Pakistan Private Limited, a provider for discounted Call Services in Pakistan and VMS Technology Limited, a marketing company for REDTone products in China. The subsidiaries are fully owned by REDTone International Berhad.

Its corporate structure line-up comprise REDTone Network Sdn Bhd, the developer and provider of Payphone; REDTone Technology Sdn Bhd, a developer of the Smart Office Communicator and the developer and provider of the Call Shop system and telco service provisioning solution; REDTone Marketing Sdn Bhd, the marketing arm for REDTone products; REDTone Telecommunications Sdn Bhd, the provider of discounted call services in Malaysia and the developer of computer telephony integration products; REDTone Sdn Bhd, a provider of Smart Office Communicator; and REDTone MyTel Sdn Bhd, a marketing company for REDTone products.

The group attributes its success to its winning formula of providing innovative packages for all market segments, leading to benefits of convenience, control and cost saving. It operates on a low-cost structure and high automation in service provisioning, forking out extremely low capital investment of approximately five to 10 per cent on standard equipment.

REDTone also strives to deliver strong value-added products and services for corporate and individual clients to prompt high usage and loyalty.

Its future plans for substantial growth include covering all market segments in Malaysia, particularly by tailoring its range of Discounted Call Service to market needs, replicating proven telco business models to other countries, continuing its extensive Research and Development by way of investing RM4 million annually and to power mobile business transaction in the future and to improve on mobile contents.

In the field of R&D, it has already developed seven patents.

With all these achievements, the company is set to not only stay competitive, but to emerge as a leading player in the telco business. To quote REDTone: "We play to win big."

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